

Coupon & Premium Profiles

Lighter Side of Summer - Vulnerables									
				%	%	%	Resp.	Index Cell	Index Cell
ATTRIBUTE	Mailed	Resp.	Mailed	Resp.	Non-Resp.	Rate	Rate	Resp.	Pref.
TOTAL									
TOTAL	106,193	59	100%	100%	100%	0%		100	100
GENDER									
MALE	44,864	28	44%	48%	44%	0%		110	112
FEMALE	57,595	30	56%	52%	56%	0%		92	94
	102,459	58	100%	100%	100%	0%		100	102
AGE									
21-24	2,286	0	2%	0%	2%	0%		0	0
25-34	24,824	16	23%	27%	22%	0%		122	116
35-44	27,812	18	26%	31%	26%	0%		116	116
45-54	22,935	13	22%	22%	22%	0%		100	102
55-64	13,603	5	13%	8%	13%	0%		64	66
65+	14,733	7	14%	12%	14%	0%		84	86
	106,193	59	100%	100%	100%	0%		100	100
FLAVOR									
NON-MENTHOL	63,848	33	78%	80%	78%	0%		103	93
MENTHOL	17,617	8	22%	20%	22%	0%		90	82
	81,465	41	100%	100%	100%	0%		100	91
TAR									
FULL	0	0	0%	0%	0%				0
LIGHT/LOW/MIL	36,894	18	53%	53%	53%	0%		100	88
ULTRA LIGHTS	33,012	16	47%	47%	47%	0%		100	87
	69,906	34	100%	100%	100%	0%		100	88
LENGTH									
<85S	0	0	0%	0%	0%				0
REGULAR/KINGS	39,188	24	46%	50%	46%	0%		108	110
100S	45,340	24	54%	50%	54%	0%		93	95
XTRA-LONG/120	0	0	0%	0%	0%				0
	84,528	48	100%	100%	100%	0%		100	102
BUY KIND									
PACK	16,708	4	23%	11%	23%	0%		49	43
CARTON	29,596	21	41%	60%	42%	0%		143	128
BOTH	25,259	10	35%	29%	35%	0%		82	71
	71,563	35	100%	100%	100%	0%		100	88
REGION									
REGION 1	25,425	19	24%	32%	24%	0%		132	135
REGION 2	17,005	9	16%	15%	16%	0%		95	95
REGION 3	17,097	8	16%	14%	16%	0%		85	84
REGION 4	32,365	17	31%	29%	31%	0%		94	95
REGION 5	13,902	6	13%	10%	13%	0%		79	78
	105,794	59	100%	100%	100%	0%		100	100
MAKE/TIER									
PM-FM	106,193	59				0%			100
PM-PV	0	0							
NONPM-FM	0	0							
NONPM-PV	0	0							
	106,193	59							
PM/FM									
B & H	0	0	0%	0%	0%				
MARLBORO	0	0	0%	0%	0%				
MERIT	106,193	59	100%	100%	100%	0%		100	100
MERIT ULTIMA	0	0	0%	0%	0%				
PARLIAMENT	0	0	0%	0%	0%				
VA SLIMS/SUPER	0	0	0%	0%	0%				

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PM/FM OTHERS	0	0	0%	0%	0%				
	106,193	59	100%	100%	100%	0%	100	100	
COMP/FM									
CARLTON	0	0							
PALL MALL	0	0							
TAREYTON	0	0							
BARCLAY	0	0							
KOOL	0	0							
RALEIGH	0	0							
LARK	0	0							
KENT	0	0							
NEWPORT	0	0							
TRUE	0	0							
CAMEL	0	0							
MORE	0	0							
NOW	0	0							
SALEM	0	0							
VANTAGE	0	0							
WINSTON	0	0							
COMP/FM OTHER	0	0							
	0	0							
PM/PV									
ALPINE	0	0							
CAMBRIDGE	0	0							
BASIC	0	0							
PM/PV OTHERS	0	0							
	0	0							
COMP/PV-UNKNOWN									
VICEROY	0	0							
DORAL	0	0							
GENERIC/STORE	0	0							
COMP/PV OTHER	0	0							
UNKNOWN	0	0							
	0	0							
SHARE OF PURCHASE									
1 to 10	610	0	5%	0%	5%	0%	0	0	
11 to 50	5,516	0	43%	0%	44%	0%	0	0	
51-90	4,917	3	39%	75%	38%	0%	197	110	
91-100	1,713	1	13%	25%	14%	0%	184	105	
	12,756	4	100%	100%	100%	0%	100	56	
LOYALTY									
GO ELSEWHERE	3,442	3	11%	27%	11%	0%	254	157	
BUY ANOTHER T	3,753	2	12%	18%	12%	0%	154	96	
WAIT FOR RE-ST	1,117	0	4%	0%	4%	0%	0	0	
BUY DIFF BRAND	23,091	6	74%	55%	74%	0%	74	47	
QUIT SMOKING	0	0	0%	0%	0%				
	31,403	11	100%	100%	100%	0%	100	63	
COUPON USAGE									
0 TIMES	23,986	12	41%	50%	41%	0%	121	90	
1-2 TIMES	12,154	5	21%	21%	21%	0%	100	74	
3-6 TIMES	13,209	4	23%	17%	22%	0%	75	55	
7+ TIMES	9,252	3	16%	13%	16%	0%	80	58	
	58,601	24	100%	100%	100%	0%	100	74	
DURATION									
>5 YEARS	0	0	0%	0%	0%				

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ATTRIBUTE	Mailed	Resp.	% Mailed	% Resp.	Non-Resp.	Resp. Rate	Index Cell Resp.	Index Cell Pref.	
1-5 YEARS	0	0	0%	0%	0%				
<1 YEAR	17,368	6	100%	100%	100%	0%	100	62	
	17,368	6	100%	100%	100%	0%	100	62	
TRADE AREA									
BANGOR	963	0	1%	0%	1%	0%	0	0	
BOSTON	3,491	1	3%	2%	3%	0%	50	52	
HARTFORD	2,313	0	2%	0%	2%	0%	0	0	
RHODE ISLAND	1,186	3	1%	5%	1%	0%	452	455	
ALBANY	1,501	2	1%	3%	1%	0%	238	240	
SYRACUSE	1,293	0	1%	0%	1%	0%	0	0	
BUFFALO	2,935	1	3%	2%	3%	0%	59	61	
NEW YORK	6,549	6	6%	10%	6%	0%	164	165	
PHILADELPHIA	3,210	6	3%	10%	3%	0%	334	336	
HARRISBURG	1,984	0	2%	0%	2%	0%	0	0	
BALTIMORE	1,119	1	1%	2%	1%	0%	158	161	
WASHINGTON	1,656	0	2%	0%	2%	0%	0	0	
RICHMOND	2,882	2	3%	3%	3%	0%	123	125	
RALEIGH/DURHAM	836	0	1%	0%	1%	0%	0	0	
CHARLOTTE	1,126	0	1%	0%	1%	0%	0	0	
COLUMBIA	603	1	1%	2%	1%	0%	292	298	
GREENVILLE	620	0	1%	0%	1%	0%	0	0	
KNOXVILLE	946	2	1%	3%	1%	0%	391	381	
NASHVILLE	627	0	1%	0%	1%	0%	0	0	
ATLANTA	1,342	0	1%	0%	1%	0%	0	0	
BIRMINGHAM	734	0	1%	0%	1%	0%	0	0	
SAVANNAH	353	0	0%	0%	0%	0%	0	0	
JACKSONVILLE	417	1	0%	2%	0%	0%	442	432	
PENSACOLA	636	0	1%	0%	1%	0%	0	0	
ORLANDO	1,154	1	1%	2%	1%	0%	161	156	
TAMPA	1,453	1	1%	2%	1%	0%	129	124	
MIAMI	501	0	0%	0%	0%	0%	0	0	
ST. LOUIS	1,131	1	1%	2%	1%	0%	161	159	
SPRINGFIELD	690	0	1%	0%	1%	0%	0	0	
PADUCAH	248	0	0%	0%	0%	0%	0	0	
MEMPHIS	735	1	1%	2%	1%	0%	254	245	
JACKSON	452	0	0%	0%	0%	0%	0	0	
LITTLE ROCK	899	0	1%	0%	1%	0%	0	0	
NEW ORLEANS	768	1	1%	2%	1%	0%	239	234	
LAKE CHARLES	331	0	0%	0%	0%	0%	0	0	
DES MOINES	1,550	2	1%	3%	1%	0%	228	232	
OMAHA	1,177	0	1%	0%	1%	0%	0	0	
KANSAS CITY	1,615	0	2%	0%	2%	0%	0	0	
TULSA	1,201	0	1%	0%	1%	0%	0	0	
OKLAHOMA CITY	1,578	0	1%	0%	1%	0%	0	0	
DALLAS/FT. WORTH	1,662	0	2%	0%	2%	0%	0	0	
MIDLAND	366	1	0%	2%	0%	0%	471	492	
ALBUQUERQUE	387	1	0%	2%	0%	0%	477	465	
HOUSTON	1,276	0	1%	0%	1%	0%	0	0	
WACO/TEMPLE	454	0	0%	0%	0%	0%	0	0	
SAN ANTONIO	577	1	1%	2%	1%	0%	303	312	
PITTSBURGH	1,975	4	2%	7%	2%	0%	351	365	
CLEVELAND	1,745	0	2%	0%	2%	0%	0	0	
COLUMBUS	1,235	2	1%	3%	1%	0%	296	291	
CINCINNATI	1,735	1	2%	2%	2%	0%	104	104	
SAGINAW	1,571	0	1%	0%	2%	0%	0	0	

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ATTRIBUTE	Mailed	Resp.	% Mailed	% Resp.	Non-Resp.	Rate	Index Cell	Index Cell	
							Resp.	Pref.	
DETROIT	2,029	1	2%	2%	2%	0%	85	89	
GRAND RAPIDS	2,474	0	2%	0%	2%	0%	0	0	
TOLEDO	1,359	1	1%	2%	1%	0%	131	132	
INDIANAPOLIS	1,156	1	1%	2%	1%	0%	157	156	
LOUISVILLE	1,849	0	2%	0%	2%	0%	0	0	
LEXINGTON	902	0	1%	0%	1%	0%	0	0	
CHICAGO	2,915	1	3%	2%	3%	0%	63	62	
PEORIA	1,002	0	1%	0%	1%	0%	0	0	
GREEN BAY	2,161	0	2%	0%	2%	0%	0	0	
MINNEAPOLIS	3,830	3	4%	5%	4%	0%	138	141	
SIOUX FALLS	1,129	0	1%	0%	1%	0%	0	0	
MILWAUKEE	3,298	3	3%	5%	3%	0%	165	164	
ALASKA	182	0	0%	0%	0%	0%	0	0	
SPOKANE	1,288	0	1%	0%	1%	0%	0	0	
SEATTLE	1,147	1	1%	2%	1%	0%	156	157	
PORTLAND	1,285	1	1%	2%	1%	0%	140	140	
DENVER	1,357	0	1%	0%	1%	0%	0	0	
SALT LAKE	783	0	1%	0%	1%	0%	0	0	
PHOENIX	1,364	0	1%	0%	1%	0%	0	0	
SACRAMENTO	1,148	2	1%	3%	1%	0%	319	314	
SAN FRANCISCO	1,451	2	1%	3%	1%	0%	248	248	
FRESNO	362	0	0%	0%	0%	0%	0	0	
HAWAII	129	0	0%	0%	0%	0%	0	0	
LOS ANGELES	2,438	0	2%	0%	2%	0%	0	0	
SAN DIEGO	968	0	1%	0%	1%	0%	0	0	
	105,794	59	100%	100%	100%	0%	100	100	

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